



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Strategic Media Services  
3299 K Street NW  
Ste 200  
Washington, DC 20007

Contract # 1255863  
Advertiser Freedom Path (69617)  
Agency Strategic Media Services (8287)  
Product POLITICAL ISSUE (ns) (1187)  
Brand FREEDOMS PATH "B" (429147)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name WILLIAMS, NEIL  
Phone/Fax /  
CPE N/A  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments FREEDOMS PATH "B"  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* TV:3/7-3/15/12 SCHEDULE B

Date Entered 03/06/12  
Entered By Katie Freckleton  
CO-OP No  
Headline # 06040776  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$927.00  
Net Total \$5,253.00  
Sales Tax

Salt Lake City (KUTV)  
By Broadcast Month Spots Rate  
Mar. 2012 3 \$6,180.00  
Grand Total: 3 \$6,180.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	03/15/12-03/15/12	1	:30	6A- 8A (MST)					1				1	\$960.00	\$960.00	Salt Lake City (KUTV)	NEWS	3/6/12
2.0	Normal Line / News (2)	03/14/12-03/14/12	1	:30	6P- 6:30P (MST)				1					1	\$1,540.00	\$1,540.00	Salt Lake City (KUTV)	NEWS	3/6/12
3.0	Normal Line / News (3)	03/14/12-03/14/12	1	:30	10P- 10:35P (MST)				1					1	\$3,680.00	\$3,680.00	Salt Lake City (KUTV)	NEWS	3/6/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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*Handwritten initials*

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 215 564 1103  
HARRIS REPORT FROM REP

MAR6/12 14.1  
\*\*\* KUTV-TV \*\*\*

REP HEADLINE# 6040776  
\*\*\* ORIGINAL REV#0 \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/FREEDOM PATH  
AGY # \_\_\_\_\_ AGY. NAME STRATEGIC MEDIA SERVICES  
3299 K. STREET NW, SUITE 200  
WASHINGTON, DC 20007

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # W  
BUYER NAME NEIL WILLIAMS  
SALES PRSN WA- CHERYL BLAIR

ORDER # 1205863 CONTRACT # 6040776 CLASS: NATL. LOCAL REGIONAL

PRDCT FREEDOMS PATH "B" EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES MAR7/12 MAR15/12 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAR6/12 14.12

REP: TO: NSM/NSA KUTV  
FR: LINDSEY FOR CHERYL  
NEW ORDER  
TTLS: \$6180..3X  
PLEASE CONFIRM, THANKS!

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
TV: 3/7-3/15/12 SCHEDULE B

: LINE#	: REP	: CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START DATE	: END DATE	: SPTS /WK	: WEEK INVT	: DAYS	: TOTL SPTS
1			600A-800A	30		\$960.00	3/15	3/15	1		THU	1
PROGRAM : THIS MORNING												
2			600P-630P	30		\$1,540.00	3/14	3/14	1		WED	1
PROGRAM : 6P-630P												
3			1000P-1035P	30		\$3,680.00	3/14	3/14	1		WED	1
PROGRAM : LATE NEWS												

MAR/12 \$6,180.00

CONTRACT TOTAL \$6,180.00  
TOTAL SPOTS 3

REP: TEL# 215-564-1206

FAX# 215 564 1103

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ORDER WORKSHEET

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MAR6/12 14.1  
\*\*\* KUTV-TV \*\*

REP HEADLINE# 6040776  
\*\*\* ORIGINAL REV#0 \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$47,538    KUTV 13%    KTVX 22%    KSL 40%    KSTU 25%    KUCW 0%    KJZZ 0%    KCSG 0%  
KMYU 0%

SVC- NSI  
DEMOS- RA35+\*